

# Pass Program Partnerships at RVTD



**Institutional Partnerships to Boost Ridership**

# Group Bus Pass Programs

- **Fare Share:** Larger organizations, shared cost among organization and participant
  - \$0.45/month/participant (Participating Organization Cost)
  - \$10/month (Participant Cost)
- **U-Pass:** Smaller organizations, entire cost of pass for all participants is paid for by participating organization.
  - \$3.85/month/participant

**RVTD STANDS FOR BUSINESS**

RVTD helps our community go... go... green · healthy · learn · out · heal · work

RVTD gives medical patients nearly 90,000 rides a year

Students get more than 130,000 rides to school a year

8,000 people work with the bus system

RVTD is good for our community

**COMMUTE SOLUTIONS**  
Moving you forward

**RVTD**

Icons: Bus, Pedestrian, Cyclist, Carpool, Car

# Our Programs and Partners

- 12 Employers/Organizations in Group Bus Pass Program
  - University/Community College
  - Small Employers-Large Employers
  - High Schools
  - School Based Programs
  - Low Income Housing and Self Sufficiency Programs
- Each program has their own opportunities, challenges, barriers.
  - Staff Capacity
  - Varying levels of support from RVTD



# Importance of Group Bus Pass Programs to RVT

- Benefits for Agency, Partner, Participants
  - Serve larger organizations and targeted populations with more efficiency
  - Discounted passes for participants
- Attract new riders, increase transit usage
- Programs use TouchPass, E-fare Technology



# Housing Authority of Jackson County



- Low Income housing provider (HUD Recipient)
- Programs with 10 properties
  - Adjacent to transit routes
  - 1/3 of Jackson County properties under contract
- Resident Services Department
  - Programs/Services to increase self-sufficiency of residents

# Housing Authority Of Jackson County



- Unique Partnership and Barriers
  - Property funding restrictions
  - Rent revenue heavily regulated
  - Resident Services Budget part of original property proposal – Bus Pass Program must be included!
- Work with HAJC over years
  - Development Planning and Transit Planning
  - Stronger relationship!

# HAJC: Marketing and Administration



- Build Capacity at HAJC
  - Trainings with Property Managers
  - Work throughout the year
  - Communication
- Low Ridership: Mini Individualized Marketing Program
- Low RVTD Staff Time

# Harry & David



- Recent Program Partner-FareShare
  - Past programs
  - Corporate
- Largest employer in Jackson County
  - Seasonal employer
  - 1,500 to 7,500 employees
  - Low income workforce



# Harry & David



- Tool for Employee Retention and Benefit
- Marketing and Outreach
  - Attract new employees
  - HR Marketing Duties – Buy In from Harry & David
- Increased participation and usage!

# Southern Oregon University



- Drive Less Connect: SOU
  - 2014-15 Academic Year
  - Individualized Marketing Program
    - Promote Transportation Options
- Bus Pass Return in 2013
- **118% Increase** in Student Ridership!
  - 22% Increase in Sales
- Continued Relationship
  - Student TO Coordinator
  - E-fare Data Usage for Campus Planning

# Who We Work With

- Resident Service Coordinator
- Employment Manager
- School Programs Supervisor
- Director of Public Safety
- Lead Accountant
- Office Manager
- Associate Director of Student Life
  
- They are Employee Transportation Coordinators they just don't know it!



# Enhancing Partnerships



- Build Program Capacity
  - Admin
  - Marketing
  - Problem Solving
- Short and Long Term Benefits
- Partnerships can take time to develop, but they really pay off!

# Thank You!

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